[MARK BUILDS BRANDS]

Full AI Advertorial Process with ChatGPT SOP

(please ensure you're using ChatGPT 4.5 for this entire process up until step #3, swipe. Then you will switch to Claude, upload all the foundational docs to build up context, and proceed with entering the swipe.

See video walkthrough of this whole process here.

And if you *really* want to take your brand to the next level, and up your creative and funnel game in your ecom brand so you can scale past 7 figs to 8-9 figs, apply to work with me personally **here** (must be doing 100k/mo minimum to qualify).

The 5 Steps:

1. Research
2. Foundational docs
3. Swipe
4. Write
5. Chief

1. Research

PROMPT #1

You are my expert copywriter and you specialize in writing highly persuasive direct response style copy for my ecommerce brand that sells [EXPLAIN WHAT YOU'RE SELLING AND TO WHO]. I'm going to send you a PDF screenshot of my current sales page, and I want you to analyze it and please let me know your thoughts.

UPLOAD PDF OF SALES PAGE

PROMPT #2

Great work! I'm going to send you two documents that teach how to do deep research for your product in order to effectively write highly persuasive copy. Please analyze them and let me know your thoughts:

[UPLOAD THIS AND THIS]

PROMPT #3

Great, now that you properly understand how to conduct research, I want you to create a full prompt for Open AI's new tool called deep research to actually conduct this research for the [ENTER THE PRODUCT YOU'RE SELLING]. Please be as specific as possible here in order to get the best quality research. Please include that you want deep research to compile all of the research found into a doc as well, and it should be a minimum of 6 pages worth of research.

PROMPT #4

Great!

[SEND FULL PROMPT THAT GPT JUST CREATED BACK INTO GPT]

[ANSWER ANY CLARIFYING QUESTIONS IN THE NEXT MESSAGE]

[COPY AND PASTE ALL THAT RESEARCH INTO IT'S OWN DOC, AND DOWNLOAD IT. THIS IS ONE OF YOUR FOUNDATIONAL DOCS]

2. Foundational docs

PROMPT #1

Amazing work! Now that you have properly completed the research portion, I want you to please complete this Avatar sheet template:

[ATTACH THIS AVATAR SHEET TEMPLATE]

[COPY AND PASTE THE FULL OUTPUT INTO ANOTHER DOC AND DOWNLOAD IT]

PROMPT #2

Great work! Now that you've finished that, I want you to complete this offer brief document template for this product:

[ATTACH THIS OFFER BRIEF TEMPLATE]

[COPY AND PASTE THE FULL OUTPUT INTO ANOTHER DOC AND DOWNLOAD IT]

PROMPT #3

Great work! Now, please analyze this transcript and let me know your thoughts:

Please analyze this full video transcript and let me know your thoughts: there is a fundamental difference in the copywriting approach that is taught and used at Agora that I fell in love with that really became kind of the Genesis or the foundation of the E5 method and the copyrighting method that is most often taught in the internet marketing World there is a fundamental difference and that fundamental difference really imp impedes the progress of most of the copywriters or most of the people that try to learn copywriting from the IM approach you see the the the the internet marketing approach and the way that copy has you know was was kind of always taught was really based on the foundation of magnificent word choice right it was all about the words that you used it was all about the phrases that you used right the incredible steroid like traffic generation system that brings a tsunami of buyers right it was all about the words it was the the the the this idea that right if I use these extremely exciting compelling right almost hyperbolic words that that makes for good copy this is why that back in the day right back in the day right the almost every single copywriting training what did it it it it came with what what what did they include they almost always included like a power word list you know these are power words astonishing let me see how often I can sprinkle in astonishing throughout the the copy right like magnet you know all these like all these power words and so right everybody became trained on Words it's the words that's why like when when Kyle was showing and I'm going to I'm going to get to the point in just a little bit bear with me when Kyle was going through his um his swipes and examples right and I was paying attention to the room I could see people like agonizing over almost becoming overwhelmed with the copy let me look at the copy what did he say there what's the word there did he did he is there like a a power word being used in there right and and I said to you guys that it's not the the words that I want you to to pay attention to it's not the words the exact word choice that I want you to model and swipe it's not the one phrase in the third sentence of the fourth paragraph that I want you to swipe it's the structure you see because I said that there's a fundamental difference in the copy approach that agore uses compared to the IM am world in the IM am world it's all about the magnificence of the words that you use but in the Agora world it's all about the magnificence of the argument it's all about the magnificence of the argument I wrote down to share with you right that ultimately and this is why I say this is a fundamental difference it's a fundamental difference in the way that I think about crafting campaigns the way I write the words that I use the structure of the sentences much of which I'm going to I'm going to just show you some some little things today right what I think about is it's about a compelling argument not compelling words meaning I'm not trying to convince people that this is great because I use the word magnificent amazing fantastic steroid like it's not it's not compelling because of solely the words that I use right it's

compelling first and foremost because I'm presenting an argument that you can't dispute that logically emotionally right it's I'm showing it to you where like at the end you you are led to one conclusion and only one conclusion and this is it's an important point for you to get because one of the things that I see often when I see critique today I I the only critiques that I do are from top one members so when I used to do critiques from E5 clients and now we've got phenomenal you know folks like Paul and Michael and the team to to do that right and so but when I when I used to go through critiques and even sometimes rarely but sometimes now one of the biggest kind of mistakes or one of the biggest kind of issues that I see is right is there is no structure there is no structure there is no argument being presented it's kind of it's all over the place it's kind of like they're saying a lot and saying nothing at the same time like right like I'll read this and I'll where are you going where are you leading them like right ultimately I always say I you heard me say this so many times but it it's it I can never say it enough that every marketing campaign is about taking the prospect on a journey it's about leading them somewhere where am I leading them I'm leading them to a belief that I need them to have before I introduce my offer a belief right that ultimately pre-cells them on the offer before I even talk about it and so I know you've heard me say so many times right that that belief that destination where I'm leading them where I'm leading them becomes my North Star everything that I do and say and show and present is leading them one step at a time to that belief when you don't have that structure when you think that it's merely the magnificence of your words and that's it well you never know if you're on track or off track you never know if you're leading them down the path and you never know if you've said enough or you haven't you can always say more magnificent words see that's there there's a fundamental difference difference am I saying that word choice isn't important of course not I'm not saying that I'm saying that word choice power words with no Foundation underneath is just a bunch of power words if you're not leading them somewhere for me it's very simple and straightforward right I'm always it's it's always at the end of the day in some shape or form right about I'm introducing them to a unique mechanism a new different and Superior way to get the result that they want there's always in some form or fashion a unique mechanism right I want all roads lead to me I don't want to talk about a commodity I in other words a solution that is Avail available anywhere else or everywhere else I want to talk about a proprietary solution something that they can only get from me I don't want to be pitching them educating them right on just a gen generic solution that they could get anywhere because then I'm just an educator and I'm inspiring them to buy something that they could buy elsewhere I'm always introducing a proprietary solution that solution is falls under the heading of a unique mechanism and then everything that I'm doing and saying and showing through education through informing is to show them what makes it different and most importantly what makes it better I I'm just and I'm just trying to present that airtight Rock Solid emotional and logical argument in other words at the foundation I want to make sure that this is a rock solid argument I love when John when John got up here and I'm going to talk about it in a in a second you know the syllogism and he was talking about argumentation I almost started crying with joy inside right and I was almost tempted to put to talk about syllogisms in this presentation and I didn't and now I'm kicking myself cuz he did darn it but I but the the the point that I'm really trying to make is like you know most most folks they're making their word choice the priority the focus the AIM you know it's like stop writing copy and start crafting arguments stop writing copy stop with the copy stop it stop sitting down and putting on your your your your copy cap and thinking like

what's you know the astonishing okay what's the next word that's going to power word that I can use magnificent what's the next one steroid like amazing all this kind of craziness and start with putting together Rock Solid airtight logical and emotional arguments prove to the freaking people that you've got something different and Superior you want to go back later on through the editing process and layer in better verbs more powerful verbs cool right so I'm not saying that words don't matter I'm saying that words matter when layered on a foundation of a rock solid argument a rock solid argument be argument creators not copy creators not copywriters craft arguments first and Foremost

PROMPT #4

Great work! Now that you understand that marketing at his core is simply about changing the existing beliefs of a customer into the belief that align with them empowering them to purchase our product, I want you to please analyze the following documents about my prospect and write out the few absolutely necessary, beliefs that a prospect must have before purchasing my product. It should be no more than 6 beliefs. I also want you to structure these as “I believe that…” statements. Go ahead.

[ATTACH AVATAR SHEET, OFFER BRIEF, AND RESEARCH DOCS]

[COPY AND PASTE THE OUTPUT INTO IT’S OWN DOC]

PROMPT #5

Great work! Now I feel that at this level, you have a phenomenal understanding of our prospect, the market, the offer, and the necessary beliefs. One last time, I'm going to have you do a brief summary of each of these documents to jog your memory about everything we've learned so far. Please analyze each doc attached and let me know your thoughts.

[ATTACH 4 FOUNDATIONAL DOCS: AVATAR SHEET, OFFER BRIEF, RESEARCH DOC, NECESSARY BELIEFS DOC]

3. Swipe (go to claude)

PROMPT #1

Hey, Claude, I want you to please analyze the four documents that I've attached to this message. I've done a significant amount of research of a product that I'm going to be selling, and it's your role as my direct response copywriter to understand this research, the avatar document, the offer brief, and the necessary beliefs document to an extremely high degree. So please familiarize yourself with these documents before we proceed with writing anything.

[ATTACH ALL FOUR FOUNDATIONAL DOCS]

PROMPT #2

Excellent work. Now we're going to be writing an advertorial, which is a type of pre-sales page designed to nurture customers before they actually see the main product offer page. I'm going to send you an indirect competitor with a very successful advertorial, and I want you to please analyze this advertorial and let me know your thoughts:

[ATTACH PDF VERSION OF SWIPE ADVERTORIAL]

ACCESS MY ADVERTORIAL SWIPE FILE ON GETHOOKD >>

4. Write

PROMPT #1

Great, now I want you to please rewrite this advertorial but using all of the information around the [INSERT PRODUCT YOU'RE SELLING HERE]. I want you to specifically focus on [INSERT MAIN ANGLE YOU WANT THE ADVERTORIAL TO BE ON HERE]. For now, just write the first half of the advertorial, I'll approve it, then I will tell you to write the second half. Go ahead.

PROMPT #2

great work!! Let's continue onto the second half

5. Chief

PROMPT #1

Amazing! I'm going to send you the full advertorial that I just completed. I want you to please analyze it and let me know your thoughts. I would specifically analyze how in line all of the copy is in relation to all the research amongst the avatar, the competitors, the research, necessary beliefs, levels of consciousness, the objections, etc., that you did earlier.

BONUS

HOW TO CREATE ADVERTORIALS WITH NEW ANGLES:

Prompt #1

Amazing work!! Now I want you to write an entirely seperate advertorial for this same product and market, but instead [TALK SPECIFICALLY ABOUT THE ALTERNATE ANGLES THAT'LL APPEAL TO DIFFERENT AVATARS HERE, AND GO INTO AS MUCH DETAIL AS YOU POSSIBLY CAN.] Let's follow the same process as last time, just write the first half first, then the second half after I approve the first half.

Prompt #2

Amazing work! You can go ahead and write the second half now.